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E – 3416

Fourth Semester B.Com. Degree Examination, July 2018
First Degree Programme Under CBCSS
Elective Course II : Stream 3 – Travel and Tourism
CO 1461.3 : FUNDAMENTALS OF TOURISM – II
(2013 Adm. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences **each**. **Each** question carries 1 mark.

1. Expand UNWTO.
2. Where is the headquarters of ICAO ?
3. In which state is Valley of Flowers National Park situated ?
4. Expand IATA.
5. Name the smallest backwater in Kerala.
6. Write two examples for forms of tourism.
7. Name the largest district in Kerala.
8. Name the state bird of Kerala.
9. Give two examples for primary accommodation.
10. Expand NTO.

(10×1=10 Marks)

SECTION – B

Answer **any eight** questions **not** exceeding **one** paragraph **each**. **Each** question carries **2** marks.

11. Define Eco-tourism.
12. Name any three tourist attractions in Chennai.
13. What do you mean by a resort ?
14. Write examples for any five manmade tourism products.

15. What do you mean by Tourism Geography ?
16. Name any four wild life sanctuaries of Kerala.
17. Mention the negatives of mass tourism.
18. What do you mean by fairs ?
19. Define tourism policy.
20. Write examples for health tourism products.
21. Where is Gavi ?
22. Who is known as the father of Eco-Tourism ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions **not** exceeding **120** words. **Each** question carries **4** marks.

23. What are the features of travel marts ?
24. Write a note on Carnatic music.
25. Explain the functions of department of tourism.
26. Mention the features of tourism industry.
27. Explain the term tourism promotion.
28. Explain the three A's of tourism.
29. Discuss on major beaches of North Kerala.
30. Explain the functions of UNWTO.
31. Write the features of Indian paintings.

(6×4=24 Marks)

SECTION – D

Answer **any two** questions **not** exceeding **four** pages. **Each** question carries **15** marks.

32. Give an account on tourism products of Goa.
33. Explain in detail the elements of tourism.
34. Highlight the uniqueness of Kerala in Tourism by citing examples.
35. Explain briefly the golden triangle tourism circuit of India.

(2×15=30 Marks)